



CACHE COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	89,866	90,299	91,391	92,111	93,372	95,460	98,176	2.8%	6
Total Non-Ag Employment	40,255	41,171	41,838	42,602		42,988	44,236	2.9%	5
Non-Ag Avg Monthly Wage	\$1,693	\$1,781	\$1,807	\$1,862		\$1,933	\$1,980	2.4%	16
Per Capita Income	\$17,612	\$18,057	\$18,757	\$19,365	\$19,537	\$19,792	\$20,128	1.7%	18
Unemployment Rate	3.1%	2.7%	2.5%	3.2%		4.3%	3.7%	-0.6%	1
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$74.5	\$75.7	\$76.8	\$72.8	\$44.9	\$58.7	\$56.5	-3.7%	11
Travel & Tourism Related Employment	1,379	1,419	1,454	1,449	2,078	2,560	2,526	-1.3%	7
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$1,550.2	\$1,574.8	\$1,597.5	\$1,515.0	\$1,896.2	\$1,228.9	\$1,183.7	-3.7%	11
Gross Taxable Room Rents	\$7,462	\$7,518	\$7,838	\$7,566		\$8,267	\$7,599	-8.1%	11
Transient Room Tax	\$223.9	\$225.5	\$235.2	\$227.0		\$248.0	\$228.0	-8.1%	11
Restaurant Tax	\$516.7	\$581.4	\$575.4	\$601.7		\$636.2	\$661.0	3.9%	7
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$815.7	\$877.5	\$881.7	\$936.5		\$991.9	\$1,030.0	3.8%	6
REGIONAL VISITATION COUNTS									
SR-91 UT/ID Traffic Count	2,244,750	2,272,855	2,261,175	2,273,950		2,345,125	2,379,800	1.5%	
SR-89 UT/ID Traffic Count	753,725	784,750	870,525	870,525		846,800	901,550	6.5%	
Bear Lake (3 Locations)	277,616	277,541	289,349	311,374		310,175	32,230	-89.6%	
Willard Bay S.P.	300,702	307,114	340,580	302,189		308,206	206,968	-32.8%	
Hyrum S.P.	54,383	67,238	74,207	75,000		76,319	74,411	-2.5%	

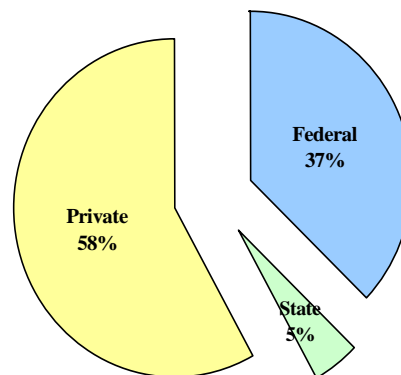
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Land Ownership - 2004		% Total
Total Acres in County	747,754	100.0%
Federal Government	278,853	37.3%
BLM	52	0.0%
US Forest Service	224,218	30.0%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	54,583	7.3%
Other*	--	--
State Government	34,922	4.7%
Utah State Parks & Recreation	316	0.0%
Utah State Wildlife Reserves	17,423	2.3%
State Trust Lands	17,183	2.3%
American Indian	--	--
Private**	433,979	58.0%

*Includes Military and Bankhead Jones land

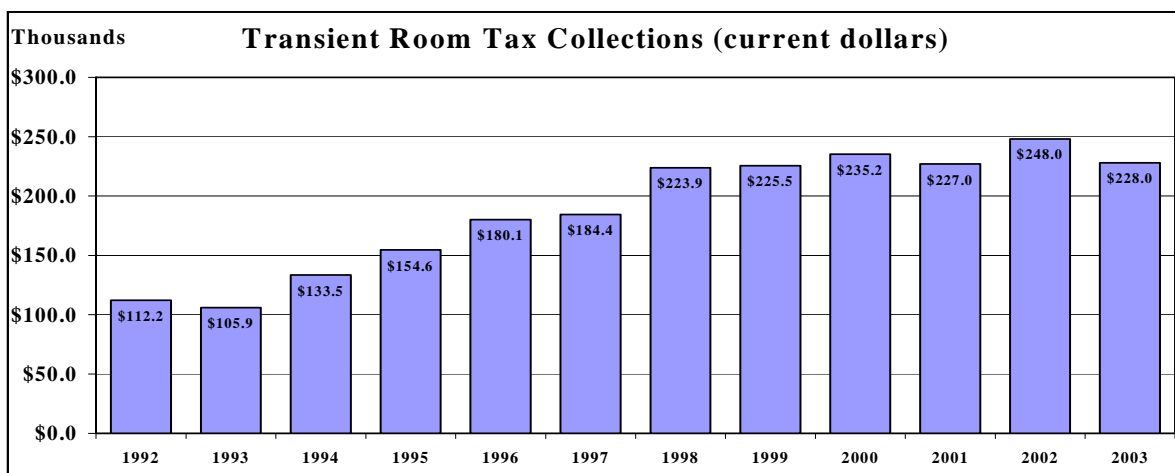
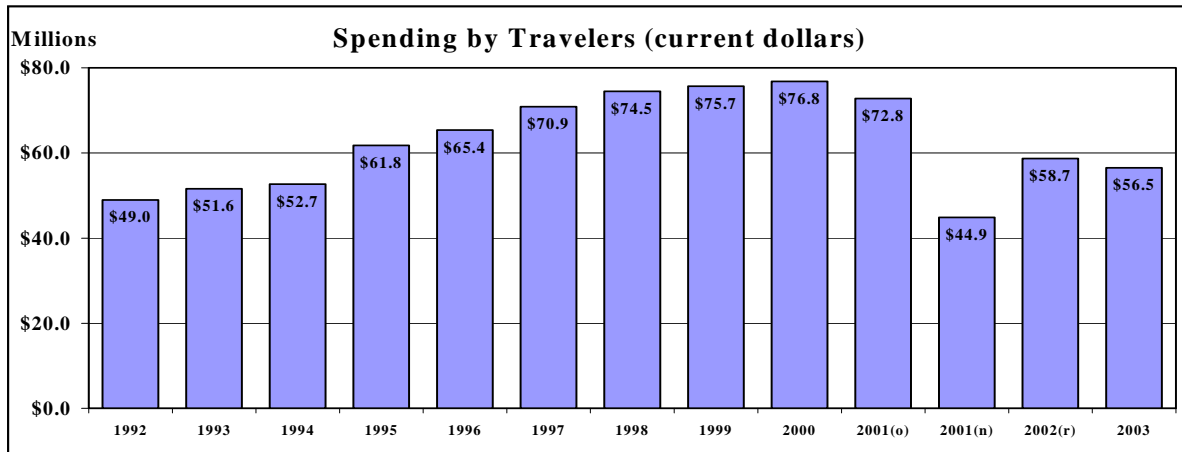
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Cache County Tourism Profile



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